

74843-5

02/05/2015

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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460-0001

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

February 5, 2015

SENT BY E-MAIL

Ms. Juliana Mann
Steptoe & Johnson, LLP
Agent for Insect Shield, LLC
1330 Connecticut Ave NW # 1028
Washington, DC 20036

Subject: Amended Label for Insect Shield Repellent Gear
EPA Reg. No74843-5
Decision Number: 413194

Dear Ms. Mann:

The Agency, in accordance with the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA), as amended, has completed reviewing all of the information submitted with your application to support the reregistration of the referenced product in connection with the permethrin RED(s), and has concluded that your submission is acceptable.

PLEASE NOTE: This product is not being reregistered under sections 3(c)5 and 4(g) of FIFRA at this time.

A copy of your label stamped "Acceptable" is enclosed along with copies of the acute toxicity and product chemistry reviews completed for the subject product. Products shipped after 12 months from the date of this amendment or the next printing of the label whichever occurs first, must bear the new revised label. Your release for shipment of the product bearing the amended label constitutes acceptance of these conditions. If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA sec. 6(e).

If you have any questions about this letter, please contact Linda A. DeLuise at (703) 305-5428 or via e-mail at deluise.linda@epa.gov.

Sincerely yours,

Linda A. DeLuise
Richard Gebken
Product Manager (10)
Invertebrate and Vertebrate Branch #2
Office of Pesticide Programs

Enclosures: Label stamped "Accepted" dated: February 5, 2015
74843-5 D413194

MASTER LABEL

INSECT SHIELD REPELLENT GEAR [optional wording identifying gear brand or style]

Not to Scale



This item has been treated with permethrin insect repellent.

Repels mosquitoes, ticks, fleas, and flies.

Repellency to mosquitoes remains effective for 6 months of exposure to weathering for non-washable items: tents, tarps, awnings, patio umbrella covers, kennel covers, stall covers. Repellency remains effective for 25 washings for washable items: sleeping bag covers, backpacks, outdoor furniture covers, outdoor furniture cushion covers, netting, blankets, ground cloths, horse blankets, pet bedding.

ACTIVE INGREDIENT:

Permethrin0.52%
OTHER INGREDIENTS: (Gear)99.48%
TOTAL:100.00%

Directions for Use

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.
Do not dry clean. Do not re-treat gear with other permethrin insect-repellent products. Wash separately from other items.
Do not use or recycle this product for purposes other than originally intended.
Always use a skin applied repellent to exposed skin as an additional protection.

Storage and Disposal: Do not contaminate water, food or feed by storage or disposal.

Disposal: Discard in trash when gear is worn out.

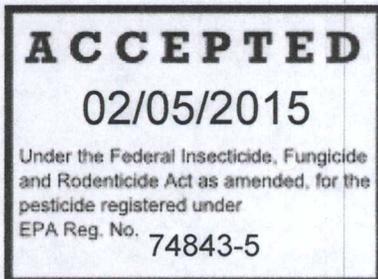
EPA Reg. No. 74843-5 EPA Est. No.:
Manufactured for: Insect Shield, LLC
814 West Market Street, Greensboro, NC 27401

[ESL date]

[REVdate]

Gear Hangtag

Actual size is 2 3/8" wide x 4 5/8" high



Note to Reviewer: Note: [Bracketed information is optional text.]
Text separated by "/" denotes and/or options

Insect Shield Gear – EPA Reg. No. 74843-5

Not to Scale

insect shield[®]

repellent gear

Repels mosquitoes, ticks, fleas,
and flies.

Repellency remains effective for
25 washings for washable
items. Repellency to
mosquitoes remains effective
for 6 months of exposure to
weathering for non-washable
items.

Do not dry clean. Refer to the
hangtag for more information.

ACTIVE INGREDIENT:
Permethrin 0.52% w/w

EPA Reg. No 74843-5
EPA Est. No.:

Wash separately from other
items.

Disposal: Discard in trash when
gear is worn out.

[REVdate]

Sewn-in Gear Label

Actual size is 1 1/4" wide x 4 1/8" high

Note to Reviewer: [REV date] identifies the last label revision

Note to Reviewer: Note: [Bracketed information is optional text.]
Text separated by "/" denotes and/or options

Insect Shield Gear – EPA Reg. No. 74843-5

Optional Marketing Statements:

1. Repels mosquitoes
2. Repels ticks
3. Repels flies
4. Repels fleas
5. Bug repellent
6. Whether in the backwoods or the backyard, Insect Shield Repellent Gear helps keep you protected
7. Insect Shield Repellent Gear is a patent-pending technology for treating gear that repels mosquitoes, flies, ticks and fleas
8. By taking advantage of the latest fibers and technology, we've created innovative gear that also repels insects
9. Enjoy the Outdoors
10. Repels flies, fleas and ticks from animal bedding
11. No bugs, no bite
12. Repels mosquitoes [including those which may carry West Nile virus][including those which may transmit malaria]
13. Repels ticks [including those which may carry Lyme disease]
14. Repels insects including those that carry [Lyme disease], [West Nile virus], [malaria] and [other insect borne diseases]
15. [Insect Shield] protects against insects including those that carry [Lyme disease], [West Nile virus], and [malaria]
16. Repels mosquitoes, ticks, flies and fleas
17. All buzz, No bite
18. You can't tell it's there but the bugs can
19. Build-In Insect Protection
20. Invisible
21. Invisible protection
22. Durable
23. Convenient
24. Comfortable
25. Effective
26. Easy Care
27. Used as a heading: [Insect Shield] Advantages
28. Tested
29. Proven protection
30. Long-lasting protection
31. Built-in [Insect Shield]
32. Odorless
33. Built-in invisible, odorless insect protection
34. Unscented
35. Unscented protection
36. No unpleasant scent

Note to Reviewer: Note: [Bracketed information is optional text.]
Text separated by "/" denotes and/or options

Insect Shield Gear – EPA Reg. No. 74843-5

37. Repel without the smell
38. Technology is the result of years of research and field study
39. [Insect Shield] technology converts gear into long-lasting effective and convenient insect protection
40. [Insect Shield] offers protection for the entire family
41. Helps you protect your entire family from insects
42. Family protection
43. Insect protection for your entire family
44. Protecting you and your family
45. Bug barrier
46. What makes it work?
47. Winning the battle against bugs
48. Don't be bugged
49. Changing the way you think about insect protection
50. Ditch the itch
51. If you love being outdoors, you'll love [Insect Shield]
52. It's time to annoy them for a change
53. It's time to annoy the bugs for change
54. Wouldn't it be great to annoy them for a change?
55. Insect Shield is a revolutionary defense in the battle against bugs
56. picture of grass
57. picture of crawling bugs/mosquitoes
58. Neither Insect Shield nor any other insect protection product can guarantee complete protection from insects or insect bites.
59. Insect Shield protection is built right in and lasts 25 washings, the expected lifetime of the product.
60. Who can use it? (everyone)(your whole/entire family)
61. Good news! Bugs won't love you anymore.
62. Insect repellent (Product type¹)
63. Bug repellent (Product type¹)
64. (Product Type¹) with Insect Protection
65. Insect Shield treated (product type¹)
66. Insect Shield (product type¹)

¹ Where product type refers to the product variety (i.e, tents, tarps, awnings, patio umbrella covers, kennel covers, stall covers, sleeping bag covers, backpacks, outdoor furniture covers, outdoor furniture cushion covers, netting, blankets, ground cloths, horse blankets, pet bedding).